SCIKIQ

India is home to **1.4 Bn+** people with consumer spending estimated over Rupees 22.6 trillion. India is currently among the largest consumer markets in the world with a size of $810 billion retail market — the fourth largest in the world.

The country is home to the third-largest online shopper base of 140 million, only behind China and the US.

Consumer behaviour and sentiment has evolved post pandemic - there is a surge in e-commerce, decline in discretionary spending, reduction in shopping frequency and a shift to stores closer to home. Consumers are now more health and sustainability conscious. These behaviour changes have reshaped consumer journeys – retailers now need to adapt fast, reinvent shopping experience, reduce exposure to highly discretionary categories and stay relevant across multiple touchpoints. Brands need to assure strong availability, resilient supply chain and uniform offline & online experience. All of this puts a great demand on harnessing the power of data to become future ready organisation.

CUSTOMER
- 360 degree
- Profitability
- Cohort Analysis
- Demand Planning

SALES ANALYTICS
- Order Lifecycle
- SKU Lifecycle
- Payment Analytics
- Return/Cancellation Tracker

INVENTORY/ WAREHOUSE
- Optimization
- Assortment Planning
- Seller Analytics

PRODUCT
- Profitability
- Promotion Effectiveness
- Market Basket Analysis